

NEXTY Awards Nomination Guide

The 2027 Natural products Expo West NEXTY Awards are open to ALL natural products CPG brands. These prestigious awards recognize excellence in this industry and emphasize innovation, inspiration and integrity in CPG. Winners will be announced at a gala event at Expo West 2027 in Anaheim, CA.

This nomination guide will give you all the information you need to successfully nominate your product for a NEXTY Award.

Nominate Your Product!

IMPORTANT DATES

Nominations open:
October 1, 2026

Nominations close:
December 2, 2026

Ship your product samples to our
New Hope Network office

New Hope Network/Informa
ATTN: NEXTY Awards
1710 29th Street
Suite #2044
Boulder, CO 80301

*** IMPORTANT**

Shelf-stable samples
can be sent at any time.
**Perishable samples will
only be accepted from
Dec. 1-8, 2026.**
No weekend delivery,
please.

Cost

Any CPG brand in the natural products industry can nominate a finished product to the Expo West 2027 NEXTY Awards. The brand does NOT need to be an Expo West exhibitor.

Cost: \$250 per nomination.

Note: A single nomination is a product nominated in a single category. A single product nominated in two categories is two nominations. Two different products/ flavors (in a single product line) nominated in a single category is two nominations.

Benefits

There are an array of benefits for both the finalists and winners of a NEXTY Award. Check out all of the benefits [here](#).

Please Note: The NEXTY Finalists will be announced by New Hope Network on February 2, 2027. By nominating your product to the NEXTY Awards, you agree that New Hope Network can publish information about nominated products including product names, images, etc. on and after this date.

Categories

People-Forward Product

These brands put people first, whether through transparent, fair or direct trade sourcing practices, support of local or global communities, vertical integration, justice, equity, diversity and inclusion practices; support of food access, living wages, employee care, etc.

Planet-Forward Product

These brands have demonstrable commitments to sustainable environmental practices (alternative energy, zero waste, regenerative agriculture, circular economies, environmentally responsible packaging, foodwaste, upcycling...) and exhibit an exemplary level of transparency and understanding of how their practices impact the planet.

Certified Organic Food

This category is for food brands that are doing more by engaging in policy to strengthen organic standards, converting or expanding acreage or showcasing a deep understanding of the ecological journey to their organic efforts. Nominating brands must be Certified Organic (USDA NOP standards or equivalent.)

Certified Organic Beverage

This category is for beverage brands that are doing more by engaging in policy to strengthen organic standards, converting or expanding acreage or showcasing a

deep understanding of the ecological journey to their organic efforts. Nominating brands must be Certified Organic (USDA NOP standards or equivalent.)

Natural Living Product

Includes natural products for the home, such as cleaning supplies, apparel, pet products, clothing, gear, etc.

Certified Regenerative/Biodynamic Product

This category is for brands that are doing more by engaging in policy to strengthen regenerative standards, converting or expanding acreage or showcase a deep understanding of regenerative ecology. Nominating brands must be certified by an accredited third-party agency such as Regenerative Organic Certified, Land to Market Verified, Regenified, or Certified Regenerative by AGW. Biodynamic, Demeter-certified brands are also accepted to this category.

Plant Party!

These products promote and educate about the benefits of putting plants at the forefront and answer a growing consumer demand for plant-focused products that support climate, health and/or animal welfare issues. Products do not need to be strictly 100% plant-based or vegan (i.e. honey may be used as a sweetener) but rather celebrate the plants at center stage.

Categories cont.

Natural Kid's Product

Gear, supplements, foods or beverages designed with the youngest consumers in mind.

Environmentally Sustainable Packaging

These products have packaging that stands out for its sustainability, messaging, branding, design or innovation.

Product Design and Storytelling

This category is for brands with eye-catching or unique packaging designs, or that leverage the power of storytelling on their packaging to connect with and/or educate consumers.

Sustainable Supplement

These products put sustainability front and center, whether through the use of regenerative or organic ingredients, good sourcing practices, renewable energy, innovative packaging or other exemplary practices.

Supplement Trailblazer

These products are industry trailblazers, answering the question "what's next?" in supplements. They might exhibit strong scientific rigor, use cutting-edge technology, inventive delivery formats or address conditions not yet widely known or understood.

Supplement for the Mind

These products are formulated for and positioned to address conditions of the mind including stress, mood, sleep, relaxation, focus, concentration, etc.

Supplement for the Body

These products are formulated for and positioned to address conditions of the body including skin, bones, performance, weight management, joint and heart health, digestion, microbiome, etc.

Personal Care Product

This includes products such as oral care, personal hygiene, soaps and shampoos, deodorant, etc.

Beauty and/or Skincare Product

This includes cosmetics, serums, oils, lotions, skincare, hair styling products, makeup, etc.

Functional Food

These foods seek to support wellness by harnessing functional ingredients such as botanicals, adaptogens, nootropics, etc. Brands are strongly encouraged to include amounts per serving information for the functional ingredients in their nomination application, particularly in support of any wellness claims made about the product on the packaging.

Functional Beverage

These beverages seek to support wellness by harnessing functional ingredients such as botanicals, adaptogens, nootropics, etc. Brands are strongly encouraged to include amounts per serving information for the functional ingredients in their nomination application, particularly in support of any wellness claims made about the product on the packaging.

Categories cont.

Meat or Animal-Based Product

Dairy or Eggs

Meat Alternative

Dairy Alternative

Prepared Pantry

Canned goods, jarred sauces, heat-and-eat, instant noodles, meal helpers, etc.

Pantry Staples

Dry goods and uncooked items such as pasta, rice, grains, oats, cereals and baking mixes.

Gluten-Free Product

Vegan Product

Spices and Condiments

Herbs, salts, traditional condiments, slaws, relishes, pickles. etc.

Dips and Spreads

Breads and Bakery

Refrigerated, frozen or shelf-stable.

Savory or Salty Snacks

Sweet Snacks and Desserts

Chocolate, cookies, gummies, fruit snacks and other sweet treats.

Frozen Desserts

Ice cream, popsicles and novelties.

Prepared Frozen Products

Pizza, frozen dinners and other savory frozen products. NOT sweet.

Beverage

This includes all RTD beverages, drink mixes, juices, adult non-alcoholic beverages, alcoholic beverages and mixers that are labeled with the appropriate nutrition facts panel where required.

Coffee or Tea

RTD, cold brew, loose leaf, bagged, whole bean or ground.

Editors' Choice Awards

Brands do not nominate to this category. Winners are selected from finalist pool and announced at NEXTY Awards gala.

Lifetime Legacy

Mission-based, legacy brands that have made a long-term impact on the natural, organic and conscious products industry through commitments to sustainability, integrity and more health for more people. (Please select a product that embodies your company's legacy.)

Question Fields

Contact Information

Name of company nominating product

First and last name

Job title

Phone number

Email address (Note: All communication will be sent to this email address.)

Are you filling out this nomination form on behalf of a company?

Yes/No

If the answer is Yes:

Please provide contact info (name, email, phone number) for someone at the company (we'll still email NEXTY Awards notifications to you, though.)

Product Details

Full name of the specific product you are nominating

Product name must appear exactly as you would like it to appear in press/media.

Select the categories you would like to nominate your product in

(Reminder: A single nomination is a product nominated in a single category. A single product nominated in two categories is two nominations.)

When did your product launch? (Month and year)

Product SRP (in USD)

Product website

When and how is your product distributed?

For example, direct-to-consumer only; in a certain region of Whole Foods; through a certain distributor or in certain major markets.

Upload a high-res image of your product with a transparent background

These images may be used for print and other features. Please upload the highest resolution possible (minimum 500kb, 2500 x 2500 preferred). Mockup images may be used for products that are not yet in their final packaging. Please upload images of the product only (no lifestyle shots).

Upload your Label Flat

Certifications

Do any of the following certifications appear on the packaging of the nominated product? Organic, Gluten Free, Non-GMO Project (NGP), Regenerative and/or Biodynamic? If so, upload a copy of your company's current certification(s), or your supplier's or co-packer's certification with brand identification.

Tell us about your product

Please share your product and brand story, and how it exemplifies Innovation, Inspiration and Integrity (300 words or less in total).

The Three I's

Your product will be judged using the NEXTY criteria of Innovation, Inspiration and Integrity (see definitions below).

Innovation

The product is a result of truly creative thinking and execution. We ask does it rely on a certain processing technique or production process? Does it use a newly discovered or rediscovered ingredient, or introduce a new flavor profile? Does it fill a legitimate (though perhaps not yet recognized) natural products market need or niche; and/or is predicted to have longer-term impact in the industry.

Inspiration

The product or company adheres to an unusual or new mission targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated, focused and effective, with real, wide-reaching potential or already proven positive social or environmental impact.

Integrity

The product or company takes a creative, next-gen approach to clean ingredient(s), sustainability, transparency, traceability and safety/security. We encourage you to be detailed, specific and transparent about your product (i.e. ingredients, sourcing, impact etc.) Feel free to use bullet points or full sentences. ALL of these responses are read by our expert judges during both rounds of judging.

After these questions, you will be asked if you wish to nominate additional products.

Shipping your samples – read carefully!

In order to complete your NEXTY nomination you **MUST** send **AT LEAST** one product per nominated category to our New Hope Network office:

New Hope Network/INFORMA
ATTN: NEXTY Awards
1710 29th Street
Suite #2044
Boulder, CO 80301

Important

Shelf-stable samples may be shipped at anytime. However, to ensure products are sampled at peak freshness, we ask that perishable samples only be sent to arrive between December 1-8, 2026. All samples are due by December 8, 2026.

Print your Confirmation Email:

If possible, please print out a copy/screen shot of your confirmation email for your nomination. This includes a QR code for us to scan and check in your samples.

If you are unable to print this form, please just make sure your products are easily identifiable inside the packaging.

How many samples should I send?

Please send enough samples for each category a product was nominated in. For a single product nomination in a single category, roughly 10 judges will need to sample your product.

Example 1: A frozen meal is nominated in a single category. Only one to three product samples are needed. We prepare the single meal and there is plenty for 10 judges to have a small sample.

Example 2: A 2 oz wellness shot is nominated, so 10 product samples are needed.

If you nominate a product in multiple categories, you must send enough product samples for each individual category.

Example: If a protein powder is nominated in 3 categories, please send 3 canisters/ 3 pouches of the protein powder as some of the categories are judged simultaneously.

A Few More Things

All nominated products from the same company should be sent together in one shipment.

We ask that you try not to use non-recyclable materials in your shipment.
For example: styrofoam peanuts.

Grocery deliveries and hand drop-offs are accepted. Please contact us directly to coordinate a time.

If a shipment should be refrigerated or frozen upon arrival, please write this in large letters on the OUTSIDE of the box.

IMPORTANT Please be cautious when shipping dry ice. Make sure that packaging is appropriately labeled and that the dry ice will not come into contact with or harm skin upon opening boxes.

Your product samples will not be returned and may be donated after judging.

Have questions about the NEXTY Awards and specifications?

Read our [FAQ page](#) to learn more.

Still have questions?

You can contact us at
nextyawards@newhope.com